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Message Text

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PAGE 01 HONG K 02639 081018Z

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ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
---------- 040042
P R 080902Z MAR 76
FM AMCONSUL HONG KONG
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9439
AMEMBASSY JAKARTA
AMEMBASSY SINGAPORE

UNCLAS HONG KONG 2639

USDOC FOR BIC/OIM/MRD-WHELAN

E.O. 11652: N/A
TAGS: BBSR, HK
SUBJECT: MARKET RESEARCH - CONTRACT AWARD FOR INDONESIA COMPREHENSIV
E
SECTORAL STUDY

REF: USDOC 19424

1. COPY OF BIDS ON SUBJECT STUDY BY MOBIUS AND TRANS-MARKET RESEARCH
TRANSMITTED VIA FPO ON MARCH 5.

2. MOBIUS PRICE FOR PROJECT IS US$22,000. HIS PROPOSAL CALLS FOR TO
TAL
OF 297 INTERVIEWS WITH AT LEAST 20 IN EACH SECTOR. FIELD WORK WILL
BE DONE IN JAVA, SUMATRA, KALIMANTAN, SINGAPORE AND HONG KONG. HE
PROPOSES TO START RESEARCH BY APRIL 1 WITH COMPLETION BY WEEK OF
JUNE 21. MOBIUS WILL BE PROJECT MANAGER, IN CHARGE OF ALL RESEARCH.
HE WILL BE ASSISTED BY NINE (9) ASSOCIATES IN INDONESIA. PREPARATION
OF THE "OVERVIEW" REFERRED TO IN SECTION 1.30.01 OF SPECS WILL REQUIR
E
AN ADDITIONAL US$1700. MOBIUS STATES THAT IBM 360 ATS SUCCEEDED BY
SCRIPT 370 ATMS IN ASIA. HE WILL CONSIDER IT ON CONTRACT AWARD
ALTHOUGH SHORT TIME FRAME PRESENTS SOME DIFFICULTY.

3. TRANS-MARKET'S BID IS US$29,000. THEIR PROPOSAL CALLS FOR
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MINIMUM OF 20 INTERVIEWS AND MAXIMUM OF 30 WITHIN EACH SECTOR. FINAL

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NUMBER WILL BE ESTABLISH ONCE PROJECT IS UNDERWAY. LORETTA LEE, MANAGING DIRECTOR, WILL BE PROJECT COORDINATOR. TOTAL OF SEVEN PERSONS FROM TRANS-MARKET AND THEIR INDONESIAN ASSOCIATE, REMARK DATA, WILL WORK ON PROJECT. WORK SCHEDULED TO BEGIN MARCH 25 WITH COMPLETION BY END OF JUNE. ADDITIONAL COST OF PREPARING "OVERVIEW" WOULD BE US$7,000. THEY DO NOT HAVE THE CAPABILITY FOR USING THIS ATS SYSTEM.

4. ON BASIS OF PRICE, COMPREHENSIVE INTERVIEW SCHEDULING AND PROVEN CAPABILITY WE RECOMMEND CONTRACT BE AWARDED TO MOBIUS. HIS TOTAL PRICE, INCLUDING "OVERVIEW" IS US$23,700. MOBIUS HAS DONE SEVERAL STUDIED ON INDONESIAN MARKETS, INCLUDING RECENT ONE FOR USDOC. HIS PAST PERFORMANCE AND KNOWLEDGE OF USDOC STUDIES ALSO VERY IMPORTA
NT
FOR SUCCESSFUL COMPLETION OF THIS SIGNIFICANT, LARGE-SCALE RESEARCH PROJECT.
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